



THE IVY NETWORK CORPORATION

242 - A YALE STATION • NEW HAVEN, CONN. 06520 • (203) 787-0711

S. L. MAIER
PRESIDENT

MARK J. HOFFMAN
SECRETARY - TREASURER

December 22, 1971

Mr. Bert Condie
D'Arcy-MacManus-Intermarco
437 Madison Avenue
New York, New York 10022

Dear Mr. Condie:

I'm enclosing three copies of the contract we discussed last week; covering the following fourteen stations:

WBRU - Brown - 6000
WDCR - Dartmouth - 5000
WESU - Wesleyan - 3000
WHRB - Harvard - 15,500
WKCR - Columbia - 19,800
WLRN - Lehigh - 5,110
WMS - Williams - 2000
WPRB - Princeton - 6000
WRSU - Rutgers - 15,000
WRUC - Union - 4,000
WTBS - M.I.T. - 4000
WTBU - Boston Univ. - 17,000
WXPB - Penn - 16,700
WYBC - Yale - 11,000

(Figure at left is audience approximation)

I believe that the contract itself is self-explanatory -- if you would be so good as to sign and return the original we'll be in business for the eighteenth consecutive year.

By the way, I've notified all stations to continue their current scheduling until further notice. They'll be running the usual number of spots with the latest copy when they get back from vacation; just to keep our continuity in case of a signing delay.

Thanks again for your time and efforts on our behalf.

Sincerely,

SLM:kk

S.L. Maier

WHERE FUTURE AMERICA LISTENS AND LEARNS:

BROWN: WBRU COLUMBIA: WKCR CORNELL: WVBR HARVARD: WHRB
DARTMOUTH: WDCR PENNSYLVANIA: WXPB PRINCETON: WPRB YALE: WYBC
WESLEYAN: WESU UNION COLLEGE: WRUC MIT: WTBS WILLIAMS COLLEGE: WMS
BOSTON UNIVERSITY: WTBU LEHIGH: WLRN RUTGERS: WRSU BOSTON COLLEGE: WVBC
AND AFFILIATED STATIONS

THE IVY NETWORK

242-A YALE STATION, NEW HAVEN, CONNECTICUT

(AGENCY'S ORDER NO.)

New Haven, Connecticut January 1, 1972
(Place and Date)

AGREEMENT between D^r Arcy - MacManus - Intermarco "Agency" and Ivy Network Corporation
(Print station's call letters and corporate title)

called "station" to broadcast radio programs of Anheuser - Busch Corporation as specified below:
(Advertiser)

for (Product):

NAME OF PROGRAM:

Budweiser Beer

LENGTH OF BROADCAST	HOURL	DAYS	TIMES PER WEEK	TOTAL NO. TIMES
60 sec.	6pm-12M BTA	M-F	20/station 280 total	600/station 7400 total

DATE OF FIRST BROADCAST

January 1, 1972

DATE OF LAST BROADCAST

December 17, 1972

ROS 30 wks.

PROGRAM MATERIAL ARRANGEMENTS

17 weeks through May 1972; 13 weeks in fall term

COMMERCIAL ANNOUNCEMENTS

To be supplied

CONTINUITY

LIVE TALENT

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

Each station will run 3
bonus spots per week.

WBRU - Brown

WDCR - Dartmouth

WESU - Wesleyan

WHRB - Harvard

WKCR - Columbia

WLRN - Lehigh

WMS - Williams

WPRB - Princeton

WRSU - Rutgers

WRUC - Union

WTBS - M.I.T.

WTBU - Boston U.

WXPB - Penn

WYBC - Yale

RATES

Net Station Time

Talent

Line Service

Other Charges

Total

Each Broadcast:	\$ <u>3.00</u>	\$	\$	\$	\$ <u>3.00</u> per broadcast
For <u>7400</u> Broadcasts:	\$ <u>25,200</u>	\$	\$	\$	\$ <u>25,200</u> for contract

Less Agency Commission: 15% of Station Time Charge; % of Talent Charge.

In return for said service the Agency agrees that PAYMENTS are to be made to the station as follows:

The first payment to be due February 19 72

WITNESS our hands and seals the day and date first above written.

TO BE SUBMITTED FOR APPROVAL.

D^r Arcy - MacManus - Intermarco Agency
(Correct Legal Name)

By XXXXXXXXXXXXXXXXXXXXXXXXXXXX
(Station Representative)

Per _____

Title _____

Business Address _____

XXXX BROADCASTING CO.

Accepted by [Signature]

City _____ State _____

Title President

(Provisions on reverse side hereof, and attached hereto, if any, are a part hereof.)

